



Leading Nail Care

VISIT US AT
Salon Melbourne
31st March - 1st April 2012
Melbourne Convention
& Exhibition Centre
Stand # 3410

Nail news

Autumn Winter 2012 | Bio Sculpture Newsletter | Leading Nail Care

AUTUMN WINTER
COLOUR REPORT 2012

FOLLOW
US ON
FACEBOOK!
www.facebook.com/biosculpturegel



The Vintage Africa Collection

Vintage Africa is a Collection of Unique African inspired colours creating memories of destinations of Africa's most iconic locations.

Autumn/Winter has a strong androgynous influence with grungy elegance. Luxurious yet practical dark muddy colours, khaki, olive green, beige, camel and nude dominate the catwalks.

Dramatic nail colour is key to complete this winter's trends.

#123 Namib Desert

this is a platinum brown with warm undertones

#124 Okavango Delta

this khaki shade is a key part of the season's military trends

#125 Congo Caves

black has been replaced with grey, need we say more!

#126 Savannah Dusk

dusky pink neutralises the dark colours which dominate, to create a lighter mood.

#127 Victoria Falls

dark navy blue features strongly this season, reflecting a classic, severe and rigorous style.



123 Namib Desert 124 Okavango Delta 125 Congo Caves 126 Savannah Dusk 127 Victoria Falls



Vintage Africa

NAIL COLLECTION

AWARD WINNING YEAR FOR BIO SCULPTURE

At Bio Sculpture we are very proud to be celebrating our 15th anniversary in Australia along with some incredibly, prestigious international awards.

To celebrate our 15th birthday Bio Sculpture Australia will be taking each Australian State Distributor to visit the home of Bio Sculpture, in Clocolan South Africa. A bit of background on Bio Sculpture for you: Bio Sculpture began almost 25 years ago in South Africa when Elmiën Scholtz, a beauty therapist with a fascination for nails, set out in search for a healthy alternative to acrylic. She wanted to be able to offer her clients well groomed, beautiful looking nails by applying a non-damaging product over the natural nail that withstood chipping, wearing and peeling away from the natural nail. Elmiën set out to achieve her dream and in 1988 the world's first Clear Gel was created. Today, Bio Sculpture is available in over 150 beautiful fashion colours and in over 36 countries worldwide.

The core difference between Bio Sculpture and acrylic or hybrid options on the market, is that Bio Sculpture is free from chemicals such as acrylic, phthalates, toluene, formaldehyde and methyl methacrylate (MMA). Bio Sculpture is suitable for all nail types and does not require the use of primers, bonders and pH balancers unlike other products on the market, which are extremely dehydrating and damaging to the natural nail. There is no other product out in the marketplace like Bio Sculpture.

In addition to a well-established health and safety profile, and proven track record, Bio Sculpture is the only nail care company in the world to receive a five star safety rating, from industry body Farmovs Parexel. Our UV units have been tested and approved for safety by the Australian Radiation Laboratory and the Australian Radiation Protection and Nuclear Safety Agency. Which confirms our commitment to the health and safety of not only our Bio Sculpture Therapists, but to the end user as well.

In 2011, Bio Sculpture International was recognised for innovation as a leading international nail care product, by receiving FOUR prestigious industry awards. In US NAILS Magazine's Readers Choice Awards, Bio Sculpture Gel

won the award for Favourite New Product category for their Vitamin Dose. NailPro, another influential trade publication followed suit and launched their own Reader's Choice Awards in 2011, in which Bio Sculpture Gel won the award for the Best Colour Gel on the international market.

Bio Sculpture Japan, Bio Sculpture International's largest market, was voted by Japan's Stylish Nail Awards - the most prestigious industry award in Japan, "The Best Clear and Colour Gel" for the fifth year running, outdoing 50 other competitive nail gel products in the market,

With a great deal of recognition and reward in 2011, this past year has undoubtedly been Bio Sculpture's most celebrated year. A final testament to our success was when Bio Sculpture's founder Elmiën Scholtz received the prestigious Ernst & Young Entrepreneur of the Year Award, celebrating the world's most influential and innovative entrepreneurs: "We have worked tirelessly towards this moment and it gives us a great sense of pride for my brand, company and our hard work," said Elmiën.

Australian Marketing and Operations Manager, Talya Bergmann, attributes the company's achievements to innovative and well-researched products and their commitment to training, excellent customer service and ongoing back up support. "We believe Bio Sculpture has been a worldwide success thanks to the dedication and passion of our team. Not only are we the healthiest nail care system in the world, but we are continually developing new products tailored to different nail types. We strive to keep ahead of nail industry trends and we are very proud of this achievement".

A key focus for Bio Sculpture in 2012 will be to educate retail consumers on the health benefits our products offer, compared with other products and services on the market. With a new website and iPhone application launching soon, our marketing strategy incorporates advertising, promotions, and a PR campaign as well as merchandising in store to assist therapists in communicating our healthier alternative message. **Bio Sculpture Australia**



TRY BIO SCULPTURE'S WINTER FASHION COLOURS

20 Cherry Ripe

4 Rustic Terracotta

62 Holly Berry

76 Clay Oxide

5 Dusty Rose

4 Rustic Terracotta

21 Ravishing Ruby

20 Cherry Ripe

74 Real Red

94 Royal Red

22 Ravishing Red

63 Moulin Rouge

117 Breaking Dawn

98 Soaring Dove

GREYS, BLUES & BLACKS

93 Golden Silver

98 Soaring Dove

115 Eclipse

2035 Cast Iron

2012 Midnight Blieue

2066 Denim

2017 Licorice

80 Starry Night

2012 Midnight Blieue

80 Starry Night

5 Dusty Rose

67 French Crème

111 Chocolate Fudge

2062 Dawn

NUDES & NATURALS

77 Coco Frost

2062 Dawn

2003 Nude

67 Crème

2011 Amber Champagne

70 Frappachino

111 Chocolate Fudge

23 Café Latte

9 Toffee

69 Summer of 69

2060 Fullers Earth

15 Wild Berry

2052 Ivory Satin

COLOUR COMBO'S

For those wanting to be creative, try combining two colours, one on top of the other and you will be amazed at how many beautiful new colours you can create. Here are some ideas to inspire you:

2035 with 102 on top – beautiful bright purple
2035 with 2001 on top – graphite grey pearl finish
61 with 2012 on top – deep dark purple

111 with 2062 on top – lilacy grey
98 with 93 on top – super silver
111 with 2059 on top – taupe with a golden sprinkling
2035 with 2043 on top – charcoal with a silver sprinkling

Endless Nail Art Options



LACE



FEATHER

1. Apply a first layer of Clear or Sculpting Gel, cure for 2 min.
2. Apply two thin layers of # 105 – Jinkie Pink, and cure each layer for 2 min.
3. Cut Art Lace to fit the nail and lay into sticky residue of gel, use a "wet" brush with Clear Gel to secure the position, cure 2 mins
4. Build an Upper Arch with your desired building gel, cure for 2 min and refine (if necessary)
5. Apply your final layer for shine of either UV Gel Coat or High Gloss Top Coat
1. Apply a first layer of Clear or Sculpting Gel, cure 2 min.
2. Apply two thin layers of #2065 – Sweet Candy Breath, cure each layer for 2 min.
3. Lay an Art Feather onto the sticky gel and use a "wet" brush with Clear Gel to secure the position of the feather, cure 2 min.
4. Remove sticky residue with Sanitizer/ Dual Cleanser and cut or trim off excess feather.
5. Build an upper arch over the entire nail with the appropriate gel, cure 2 min.
6. Apply your final layer for shine of either UV Gel Coat or High Gloss Top Coat

■ Nail Art Courses are available at all training centres.

New & Improved...

1.



3.



5.



9.



2.



4.



6.



8.



10.



1. TechniCare – Invisible Glove

Protect your skin with from dehydrating solvents with this moisturising Barrier Cream.
MIS360 100ml \$14.95
RRP \$22.50

2. Techniclean

Now available in Professional 300ml Pump
 This gentle waterless cleanser will protect you and your clients against germs and bacteria. Apply to your hands between clients and is a great retail product to have available for your clients.
MIS370 100ml Tube \$13.50 RRP \$20.25
MIS375 Professional 300ml Pump \$33.00

3. 5ml Treatment Products

Top Coat

CLV011 \$6.15 RRP \$9.25

Executive Base

CLV021 \$6.75 RRP \$10.15

Lavender Base

CLV041 \$6.75 RRP \$10.15

4. African Animal Print Disposable Buffs 180 / 220 grit

ACC161 Tiger \$1.55 RRP \$2.30

ACC162 Leopard \$1.55 RRP \$2.30

ACC163 Zebra \$1.55 RRP \$2.30

5. Gorgeous Bling Application Brushes

Made with Kolinsky bristles you are going to love these Application Brushes! Only \$22.00 each
ACC045 #4 Slant
ACC051 #4 Square
ACC053 #6 Square
ACC054 #6 Retractable
ACC064 #6 Round
ACC070 Upper Arch
ART002 Fine Detail for Nail Art

6. Surface Cleaner

This is to clean work station surfaces, UV Units and utensils, to help in the prevention of germs and bacterial growth.
MIS160 50ml Spray \$7.45 RRP \$11.50
MIS161 Professional 500ml Spray \$27.45

7. Pedicure Foot File with Disposable Patches

Each Foot File comes with one each of 100 and 180 grit Patches. Refill Patches in either grit can be purchased in packs of 10's. No need to worry about at any little nasties at this cheap price!
PED095 Pedicure Foot File \$5.75 RRP \$8.65
PED096 100 grit Patches 10's \$8.50 RRP \$12.75
PED097 180 grit Patches 10's \$8.50 RRP \$12.75

8. Nail Art Feathers

ART033 Pheasant Feathers Pack of 4 \$2.00
ART034 Guinea Feathers Pack of 4 \$2.00

9. Pump Dispenser Labels

We now have stickers available that will fit onto the lid of your pump dispenser, now making identifying the contents very easy.
A strip of the four labels PAK201 50c

10. Vitamin Dose and Cuticle Oil 50ml Professional Size

CLV061 Vitamin Dose 50ml \$55.00
CLV007 Cuticle Oil 50ml \$33.00

Congratulations to the following Therapists for achieving their A Grade or Advanced Certificates

A GRADE

Kylie Vantpadje
 Leah Morrison
 Melinda McConnell
 Catherine Freemantle
 Satomi Asaya
 Vaine Ambros
 Johanna Meyers

Hayley Fulton
 Caitlin Nothdurft
 Danella Stephens
 Merina Cassar

ADVANCED

Sanae Ikeda
 Krla Gaudet
 Silvana Rojas Gomez



New Gel Pots!

The new gel pots will be introduced in 2012 to match all the other packaging.

Thank you to everyone for your ongoing support, this year to date we have donated \$2893.00 to Breast Cancer Research for prevention and cure.

News & Views

QUEENSLAND

A big CONGRATULATIONS to all our Salons and Therapists who received awards for reaching the Top 10 Salons and Solo Operators List for 2011. Well done! Two thirds of these Salons are listed on our website under Preferred Salons, which proves the effectiveness of this free advertising. If you are interested, please call the office for more information.

Educational Workshops are held regularly at our Meadowbrook Office, and throughout Queensland country areas and Northern Territory. Keep an eye on our website for the next dates in your area! We would like to welcome to our new enrolments to the Manicure / Pedicure Course. We know you will all find the course educational, fulfilling and enjoyable. Please remember you can attend the Practical Class as often as you wish, to perfect your skills.

2012 will be a year of increased awareness of Bio Sculpture services and products in the industry and to retail Clients. Ensure you focus on this fantastic opportunity so your Salon can capitalise!

Remember, we are only a phone call away, not just to take your orders, but to troubleshoot, assist and answer any questions - we will always try to help.

Some of our staff will be attending Salon Melbourne Expo 2012 – a great event every year. Drop by, grab a bargain and say Hi! We are again exhibiting at Express Manicure salon. Hope to see you there!

Cindee

VICTORIA

The Training and Distribution Office in Balwyn is committed to delivering a Training Program that accommodates all Therapists and Salons. We have added workshops in Gel Removal, Advanced Application and Spa Workshops to our training timetable. These Workshops always book out very quickly and the feedback has been extremely positive.

Attending any classes regularly will also ensure your website listing will remain ongoing, we recommend all Therapists experience a Bio Sculpture workshop in 2012.

Bio Sculpture Victoria would also like to introduce Melissa to our team. Melissa brings with her excellent application and product knowledge, she assists our office in training, troubleshooting, product orders and coordinates salon visits.

Stella delivered a healthy baby boy in July 2011, and we are hoping to have her back in the office later this year.

Bio Sculpture will again be at Salon Melbourne on 31st March and 1st April 2012. Please visit us at Stand 3410, we would love to see you there.

Dayleen

SOUTH AUSTRALIA

Congratulations to Providence Day Spa for opening up their new Salon at Golden Grove and to Lee Anne, Kylie, Sarah and Wendy for completing their training and coming in to complete a Refresher Course. Reminder to everyone that you receive a Refresher Course free of charge once a year if you have obtained a Lifetime Training Certificate. These are great Courses, as they keep you up to date with all of the latest products and techniques. We receive many queries regarding the Bio Sculpture application and products from salons, so if you book in a Refresher this will keep you up to date.

The new packaging coming through with certain products looks very modern and appealing. Another reminder is that the 100ml Polish Remover has now changed to a 150ml for the same price; also, the litre Sanitiser is now called Nail Cleanse. Lastly, if anyone is having problems with dermatitis we have a new product called TechniCare - Invisible Glove – please phone for more information. Hope you are all having a great year so far!

Lenore

Salon closure dates: 8th – 20th March due to Bio Sculpture Conference in South Africa.

NEW SOUTH WALES & ACT

We have lots of news at Bio Sculpture NSW & ACT offices this year. We have officially moved to our new office & training centre in Surry Hills. It is absolutely fabulous and we would love for you all to come by and visit us. We sadly bid farewell to our delightful Office Manager, Nat, who is off to have her 1st baby. Nat, we will all miss you very much and can't wait to meet the bub! We welcome to our office a great new team of staff members - Marja, Jen and Meg, who are all super friendly and there to assist whenever you need. Marja is our new Office Manager, who you will all love once you speak to her. Jen, our new Business Manager, brings with her a wealth of knowledge and will predominantly be looking after our salons and assisting them in ways to increase and grow their businesses. Meg is part-time in the office, she loves Bio Sculpture and is always happy to offer technical advice. Happy 2012 to you all, this year is going to be great one for Bio Sculpture!

Talya

TASMANIA

From Papillon Health and Beauty
As we move into the cooler months and the rush of summer is behind us we are busy recruiting our existing clients for refresher training. It is an ideal time for training and for our Tasmanian Bio-Sculpture Nail technicians to keep abreast of new season colours and to become familiar with new technical developments and tools and contemporary trends in nail art.

We are looking forward to a busy time as we will be training a group of eight new students in Bio Sculpture Nail Technology. Our courses run regularly and we will always endeavour to accommodate new and existing people as soon as possible.

I would like to congratulate the 31 technicians who completed their Certificate of Merit or Nail Technology Certificate during 2011. Fantastic effort! On the subject of training, it was not so long ago that Elise Dahl, a leading nail technician at Papillon Health and Beauty, was one of those new students. Elise trained with us in 2009 and completed a Bio Sculpture Nail Technology Certificate course. During her training Elise's passion and aptitude and client focus was very evident and we welcomed the opportunity to employ her at Papillon.

Elise is thriving in the role. Her clients are very happy to have her and recognise her skills and dedication, her outstanding customer service and her flair for Bio Sculpture Nail Art and Nail Sculpture in particular. Elise is committed to continual learning and has participated in many additional professional learning sessions as well as completing a Certificate III in Beauty Services at the end of 2011.

When we asked Elise about the best aspects of being a Bio Sculpture Nail Technician, she replied "I love bio sculpture as it's easy to work with and allows my creativity to shine through".

We look forward to profiling other leading Bio Sculpture Nail technicians from around the state in future editions.

Good luck from Tasmania

Estelle

WESTERN AUSTRALIA

With the cooler season approaching we encourage you all to take the time to update your skills to keep your salons busy. Nail Art sessions are a fantastic, easy way to get your artistic talents flowing with simple elegant touches or bold brush statements ensure your clients stand out in the crowd. Forget about tips, Sculptures are an easy and excellent non damaging alternative for instant length, book your place in a class today – they are much easier than you think!

As always refresher sessions are free and with so many new products in stock a great way to see what's new!

Salons online are reporting great feedback from this FREE service. If you have misplaced your forms or have any queries about the criteria contact us immediately. And finally, we are trying to complete our email database, anyone receiving this in hard copy who is happy to receive it electronically please let us know.

Charlotte, Mary, Sara Jane and David

